



WOMAN'S AUXILIARY

TO THE CALIFORNIA MEDICAL ASSOCIATION

Report of the President

WITH A MEMBERSHIP of 6,602,* 34 auxiliaries and seven branches, the Woman's Auxiliary to the California Medical Association is the largest in the nation. There still remains a few county medical societies unconvinced of the need for an auxiliary.

On the national and state level the auxiliary is recognized as a working unit of the association; on the county level a greater awareness and more appreciation of what the auxiliary is doing is needed. Those county societies employing the talents of the auxiliary have found competent and enthusiastic assistance. We must recognize that physicians' wives play a prominent role in the life of the community, and one of our purposes is to help the public at large understand the functions, policies and aims of the medical profession. We know that some of the best public relations is done when physicians' wives serve on health boards in their communities. Our entire program is geared to good public relations.

I wonder how many active members of the county societies know the name of the president of their county auxiliary, or how many know the projects of the auxiliary, or how many have asked her to write an article for the local bulletin?

Dr. David B. Allman, president of the American Medical Association, in a recent article said: "I feel very strongly that one of the primary responsibilities of the medical profession is to evaluate the areas of service where the auxiliary talents can best be utilized. . . . In all these endeavors I know the auxiliary leaders welcome training and supervision. In most cases this must come from the medical profession's own leaders who are familiar with medicine's needs and the policies determining these needs. But it is equally important for the medical profession to realize that the auxiliary, too, has something vital to offer—competent and enthusiastic assistance."

Are you aware of our vast nurse recruitment program? One of our primary projects is to supply up-to-date information to high school students about nursing as a career. Nursing has changed considerably since many of you and I were students in a hospital. We have licensed vocational nurses; the three, four and five-year programs; and, most recently, with the passage of Senate Bill 508, the two-year program.

We establish Future Nurse Clubs, and these are the foundation of the recruitment program. Today there are over 225 such clubs, 202 of them directly sponsored by the medical auxiliaries. Some of them are in your community. To date, we have over 9,000 members in these clubs, including over 200 boys. Physicians' wives are aware of the nursing shortage and aware, too, that our young people must be told of the changes taking place in the nursing profession.

County auxiliaries are the largest single group in California awarding nursing scholarships. Last year the auxiliaries awarded and administered over \$15,000 to students; and loans to 28 students amounted to \$4,486.

Another accomplishment is our "Folio on Recruitment," supplying basic criteria on recruitment of health personnel.

It is being used by other states and many of our procedures are in demand by other health agencies throughout the United States.

Through our GEMS program (Good Emergency Mother Substitutes) we teach teenagers safety methods in baby sitting. Safety and child care are so interwoven that education on how to care for children must include education in safe practices of both the sitter and the child.

Our members are constantly alerted through our legislative chairman of any legislation affecting medicine, whether it be on the national scene, state or county level. This year the work of legislation has been primarily on the Forand Bill. In this we have sought to educate our members and to ask for their cooperation in writing their senators and congressmen.

We act as your salesmen for *Today's Health*. Are you aware that it has been revamped with new personnel, new ideas and a new editorial approach? Are you aware that there are over 170,000 physician members of the A.M.A., but less than one-third of this membership subscribe to their own publication? The day of the uninformed patient is past. Your magazine, in your office, can provide your patients with the most accurate medical facts available to them today.

This year we are contributing \$2,439* to Physicians' Benevolence. There is still considerable misunderstanding regarding this fund. Basically this misunderstanding again goes back to the county level; the physicians themselves are unaware of its purposes and operations.

No one is more cognizant of the cost of a medical education than the physician and his family. This year our check to the American Medical Education Foundation is \$3,454.60.*

An innovation this past year has been the district meeting. District councilors, presidents and presidents-elect and branch chairmen meet to exchange ideas, to become acquainted and to learn.

Our publication *Courier* is still the outstanding auxiliary news bulletin in the United States. Each month through CALIFORNIA MEDICINE you have the opportunity to familiarize yourself with our program, with our many methods of serving American Medicine. We are a working service group, and health is our concern. Our many accomplishments take place at the county level, it is here the fresh and imaginative ideas are born; it is here we need guidance and direction.

The president and the board of directors of the Woman's Auxiliary wish to thank the Advisory Board and the staff at 450 Sutter Street for their assistance throughout the year. I personally wish to thank Bob Thomas for his diligent efforts and support during the past year, and for the many other years of his friendship and counsel; and President Frank A. MacDonald for his guidance, counsel and encouragement. We in the auxiliary take pride in our achievements. We hope that each of you will, too.

MRS. LEONARD D. OFFIELD
*President, Woman's Auxiliary to the
California Medical Association*

*April 12, 1958.